R.J. Reynolds Tobacco Company

Peter E. Schmidt
Region Sales Manager
700 Bursca Dr., Ste. 705
Bridgeville, PA 15017

November 10, 1997

TO: Don Fitzgerald

RE: Retail Rep Reporting of Discounting

Dear Don:

This is a very good letter by ROM Dobrowolski regarding this issue. I am sending it to you because others may have overlooked this issue.

Thanks,

Peter

P. E. Schmidt, RSM

cc Dave Wilmesher

Enclosure

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cc: PE

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R.J. Reynolds Tobacco Company

R. F Dobrowolski
Region Operations Manager
Pittsburgh Region

November 5, 1997

To: Division Managers
Retail Managers
Sales Representatives
Retail Representatives

DISCOUNTING BY RETAIL REPS IN INDEPENDENT CALLS

Ladies & Gentlemen:

As we move forward in streamlining payments to independent calls, several policies will be set to maintain consistency in the Region. These policies are as follows:

- Sales reps are to make all payments in independent calls for discounted product/promotions.

- Retail reps will make necessary entry in contract note section of any independent call where they have discounted product (i.e. sprinkle and run). The entry should be made as follows:

11/3/97 - 100 W at $.30, 50 S at $.40, 60 D at $.30, 30 C at $.30 XXX (initials).

In this example, the date of discounting is shown, the number of each brand (W = Winston, S = Salem, D = Doral, C = Camel, M = Monarch) is given, along with the value. The retail reps initials should also be given for verification.

- Retail reps will keep a list of payments made to independent calls, as hard copy for the information entered into the contract note section.

- The sales reps are to check the contract note section in all independent calls as they are made, to ensure payment of discounting done by the retail rep(s).

- Sales reps are to note that payment was made in the contract note section by simply entering date paid and initials. The following is an example.

Retail rep entry: 11/3/97 - 100 W at $.30, 50 S at $.40
60 D at $.30, 30 C at $.30 XXX (initials)

Sales rep entry: - 11/17/97 Paid XXX (initials)

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- Sales reps should clean out both retail rep notes and their notes at the end of each quarter, or as needed to create room.

Hopefully, this issue will be addressed with the implementation of Retail Rep laptops in 1998.

Should you have any questions or suggestions, please contact your manager.

Sincerely,

BOB

R. E. Dobrowolski
RED/cag

cc: Peter Schmidt/RSM

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